

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 EB-07 FRB-01

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R 161316Z JAN 76

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 7564

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EO 11652: NA

TAGS: BEXP, AU

SUBJECT: CCP '76 2ND QUARTER REPORT

REF: A. STATE 280182; B. FY-76 CCP AUSTRIA

SUMMARY: EMBASSY ACTION GROUP MET JANUARY 12. IMPLEMENTATION OF CCP-76 PROGRESSING SUBSTANTITALLY AS SCHEDULED. SOME TARGETS EXCEEDED SIGNIFICANTLY, E.G. NUMBER OF E.T.O.'S, WTDR'S AND ADS REPORTS SUBMITTED. END SUMMARY

A. SCHEDULED CAMPAIGNS:

1. POLLUTION CONTROL EQUIPMENT: ON SCHEDULE.

2. BUILDING MATERIALS, MACHINERY AND EQUIPMENT: DESK STUDY AND PRODUCT THEME RECOMMENDATION IN PREPARATION. PRODUCT THEME RECOMMENDATION FROM COMMERCE HAS NOT YET BEEN RECEIVED FOR EVALUATION. BUILDING MATERIALS SUPPLEMENT, INCLUDED IN DECEMBER NEWSLETTER WAS WELL RECEIVED, AS INDICATED BY REPLY ACTIVITIES, SIX' ETO'S IN THIS FIELD HAVE BEEN REPORTED.

3. ELECTRONIC COMPONENTS: ON SCHEDULE.

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4. BUSINESS EQUIPMENT: ON SCHEDULE. IN ADDITION

TO TARGETS, SEVEN ETO'S HAVE BEEN DEVELOPED
AND REPORTED.

5. METALWORKING AND FINISHING EQUIPMENT: AUSTRIAN
METALWORKING INDUSTRY VERY DEPRESSED AND NEW INVEST-
MENT ALMOST NONEXISTENT; THEREFORE CUMULATIVE TARGET
OF TEN ETO'S UNLIKELY BE REACHED BY END THIRD
QUARTER.

6. CONSUMER GOODS: ON SCHEDULE. ETO OBJECTIVE OF
10 FOR FIRST TWO QUARTERS HAS BEEN SUBSTANTIALLY
EXCEEDED WITH 45 ETO'S THIS FIELD SUBMITTED.
ASSISTANCE HEREBY REQUESTED IN FINDING MATERIAL
FOR 2 CONSUMER GOODS ARTICLES TO BE PUBLISHED IN
MEDIA, AND IN PROCURING FILMS OR VIDEO FOR SHOWING
IN MAY DEMONSTRATING OUTDOOR LIVING AND OTHER
LESIURE TIME ACTIVITIES INVOLVING US ORIGIN
CONSUMER GOODS.

B. OTHER PROJECTSS

1. SALZBURG CONSULTATE CONTINUES PREPARATION FOR
OPENING OF COMMERCIAL LIBRARY WHICH SCHEDULED
FOR MIDDLE OF MARCH.

2. MILITARY SALES: THE PROJECT WHICH IS BEING
FOLLOWED MOST CLOSELY BY THE EMBASSY IN THIS
AREA IS A MULTI-MILLION DOLLAR JOINT MILITARY/
CIVILIAN PROJECT OF ESTABLISHING A NATIONAL AIR
SPACE SURVEILLANCE AND AUTOMATED AIR TRAFFIC
CONTROL SYSTEM WHICH IS SCHEDULED TO BE COMPLETED
BY 1980. AS A FIRST STEP TOWARDS AND PRE-
CONDITION FOR THE REALIZATION OF THE PROJECT,
BIDS ON MEDIUM-RANGE RADAR SYSTEMS WILL BE IN-
VITED EARLY IN 1976. U.S. FIRMS AND COMPETITORS
FROM GREAT BRITAIN, WEST GERMANY, ITALY AND THE
NETHERLANDS HAVE EXPRESSED INTEREST IN THIS
PROJECT.

THE EMBASSY WILL ALSO BE ALERT TO A POSSIBLE
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DECISION BY THE GOA DURING U.S. FY 1976 TO
PURCHASE NEW INTERCEPTORS TO REPLACE THEIR
CURRENT SAAB FIGHTERS.

3. COMMERCIAL LIBRARY: QUOTE OPEN HOUSE UNQUOTE
EVENTS HELD IN SEPTEMBER AND NOVEMBER; EFFORTS
ARE UNDERWAY TO INCREASE ATTENDANCE BY INVITING
MEMBERS OF MIDDLE MANAGEMENT, AND BY DEVELOPMENT

OF ATTRACTIONS FOR SPECIALIZED GROUPS OF INVITEES.

4. PROVINCIAL BUSINESS CONSULTATIONS: QUOTE
SPRECHTAGE UNQUOTE HELD IN LINZ, GRAZ, AND EISEN-
STADT; IN ADDITION TO PLANNED SPRECHTAGE, CON-
SULTATIONS SCHEDULED ON MARCH 25-26 AT VIENNA
CHAMBER OF COMMERCE; EUROPEAN REPRESENTATIVES
OF VARIOUS STATES WILL BE INVITED TO ATTEND.

5. TOURIST PROMOTION: IN ADDITION TO PLANNED
ACTIVITIES, EMBASSY INVESTIGATING POSSIBILITY
OF ORGANIZING A TOURISM PROMOTION COMMITTEE WITH
FIRST OBJECTIVE OF GETTING A TOURISM INFORMATION
BOOTH TOGETHER FOR GRAZ SPRING FAIR IN MAY 1976.

6. EXPORT TRADE OPPORTUNITIES: EMBASSY SO FAR HAS
REPORTED 150 ETO'S , 68 PERCENT OF NUMBER TARGETED
FOR ENTIRE (5-QUARTER) FY 1976.

7. WTDR'S: 70 REPORTS SUBMITTED IN FIRST TWO QUARTERS,
56 PERCENT OF QUOTA FOR FY1976.

8. ADS: 22 REQUESTS PROCESSED, 61 PERCENT OF FY1976
QUOTA.

C. PROPOSED AMENDMENT:

ADD SECTION TO CONSUMER GOODS CAMPAIGN SPECI-
FYING NEGOTIATION BEFORE END OF FY76 OF A
CONTRACT FOR AN IN-STORE PROMOTION. (REF
STATE 008743). BUCHANAN

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